



# FranklinCovey Executive Coaching

Lasting behavior change begins from the inside out—with who you are and how you see things. This translates into how you engage and lead others to execute business strategy. FranklinCovey coaches help executives master the skills of leadership and personal effectiveness. Our methodology uncovers the pivots that are needed to unleash the unlimited potential in each executive, at every stage of their career.

## Delivering a 97% Success Rate

Our data-driven and results-focused Executive Coaching engagements consistently achieve a success rate greater than 97%. With every engagement measured against preset objectives, your executives will immediately turn coaching into action for tangible results.

Throughout a time-bound engagement, executives will explore their own unique challenges one-on-one with a coach to maximize today's impact, prepare for future challenges, and create lasting behavior change. Additionally, our coaches meet monthly with our Master Coaches to review the alignment and progress of every engagement.



## Developmental Coaching

Executives will uncover their natural leadership style and recognize when their team or organization could benefit from a different approach. Utilizing a situational leadership approach allows executives to perform better in their current role or prepare for their next move.

## Transition Coaching

Research shows that it can take 18-24 months for a newly promoted or external executive to become fully productive. Partnering with a FranklinCovey Executive Coach can reduce onboarding to 6-months, while improving their likelihood of success.

“My coach was terrific as I transitioned into a new role. She was candid and insightful and enabled me to tease out issues, with which I was grappling, and develop strategies to address them. I truly enjoyed our time together and am grateful for the benefit of her wisdom and expertise.”

–VP Government Affairs,  
Global Pharmaceutical Company



## Executive Coaching Methodology

Rooted in industry best practices, our proven four-step methodology is flexible, reliable, and scalable to meet your organization's unique needs.

Stage	Process
 <b>Set Objectives</b>	Set objectives and define measurable success across the sponsor team. <ul style="list-style-type: none"> <li>• Consult and coach match</li> <li>• Coach-candidate match</li> <li>• Sponsor team meeting</li> </ul>
 <b>Evaluate Needs</b>	Gather comprehensive data to inform the development plan and ensure highly effective behavioral coaching. <ul style="list-style-type: none"> <li>• Candidate data</li> <li>• Life/career history</li> <li>• Psychometric assessment</li> <li>• 360 interviews</li> <li>• Competency models and internal reviews</li> <li>• Business knowledge</li> <li>• Internal: Culture business strategy, talent strategy, role success, and performance indicators</li> <li>• External: Industry, climate, competitors, and wild cards</li> </ul>
 <b>Coach Behaviors</b>	Debrief data and engage in high-touch, transformational coaching. <ul style="list-style-type: none"> <li>• Debrief to create behavior change</li> <li>• Leverage strengths</li> <li>• Develop opportunity areas</li> <li>• Mitigate deficit areas</li> <li>• Meet every 2-3 weeks, allowing time for practice</li> <li>• Hold a sponsor team meeting mid-phase</li> </ul>
 <b>Sustain Results</b>	Create a development plan to intentionally enhance and sustain results. <ul style="list-style-type: none"> <li>• Action planning</li> <li>• Create a formal development plan</li> <li>• Present draft to manager</li> <li>• Formal transition meeting with sponsor team</li> <li>• Assign support roles</li> <li>• Schedule follow-up meetings</li> <li>• Final coach-candidate meeting</li> </ul>

## About FranklinCovey Coaches

With 150 coaches around the world, FranklinCovey's diverse team of coaches have the skills, training, and experience necessary to deliver results. They effectively support needs across geography, industry, roles, levels, and identity differences.



The FranklinCovey All Access Pass® allows you to expand your reach, achieve your business objectives, and sustainably impact performance. It provides access to a vast library of FranklinCovey content, including assessments, training courses, tools, and resources available Live In-Person, Live-Online, and OnDemand. For more information, contact your FranklinCovey client partner, visit [franklincovey.com](http://franklincovey.com), or call 888-868-1776.